

CLAIMS:

- 1 1. For a client/server system having at least a client including a graphical
2 user interface to display a content of virtual hosted stores to a user, the virtual stores
3 being stored in databases managed by a database management system in a resource
4 manager, the graphical user interface being operatively connected to an application
5 server having a business logic module to select the content to be displayed, a method
6 of managing the content of the hosted virtual stores comprising the steps of:
7 creating a profile store which serves as a template and upon which the hosted
8 stores are formatted;
9 designating one or more e-marketing spots in the hosted stores;
10 setting up a marketing campaign for the hosted stores; and
11 creating one or more campaign initiatives in the profile store for the content to
12 be displayed in the hosted stores.
- 1 2. The method as set forth in claim 1, further comprising the step of
2 creating one or more local campaign initiatives for the content to be displayed in the
3 e-marketing spots of the hosted stores.
- 1 3. The method as set forth in claim 2, further comprising the step of
2 modifying the local campaign initiatives in the hosted store.
- 1 4. The method as set forth in claim 2, further comprising the step of
2 scheduling a time duration for the content to be displayed in the e-marketing spots of
3 the hosted stores.
- 1 5. The method as set forth in claim 2, further comprising the step of
2 checking for a schedule conflict between one or more of the campaign initiatives for

3 the profile store and one or more of the local campaign initiatives for an e-marketing
4 spot in a hosted store.

1 6. The method as set forth in claim 5, further comprising the step of
2 choosing the campaign initiative over the local campaign initiative in case of a
3 schedule conflict.

1 7. The method as set forth in claim 1, further comprising the step of
2 modifying the campaign initiatives in the profile store.

1 8. A client/server system for a marketing campaign comprising:
2 a plurality of networked clients each having a graphical user interface to
3 display content of one or more virtual hosted stores to a user viewing a
4 hosted store;
5 an application server operatively connected to the clients through a network,
6 the application server having a business logic module to determine the
7 content to be displayed to the user based on one or more campaign
8 initiatives; and
9 a database management system operatively connected to the application server
10 for retrieving the content of the hosted stores stored in a database.

1 9. The client/server system as set forth in claim 8, wherein each of the
2 hosted stores includes a plurality of e-marketing spots for displaying the content
3 therein based on one or more local campaign initiatives.

1 10. The client/server system as set forth in claim 9, wherein the business
2 logic module further comprises a scheduler module for determining a duration of
3 display of content in each of the e-marketing spots.

1 11. The client/server system as set forth in claim 10, wherein the scheduler
2 module includes means for resolving scheduling conflict between the campaign
3 initiatives and the local campaign initiatives.

1 12. The client/server system as set forth in claim 8, further comprising
2 means for populating the business logic module with campaign initiatives.

1 13. The client/server system as set forth in claim 8, further comprising
2 means for populating the business logic module with local campaign initiatives.

1 14. A computer program product having a computer readable medium
2 tangibly embodying computer executable instructions for directing a client/server
3 system having at least a client including a graphical user interface to display a content
4 of virtual hosted stores to a user, the virtual stores being stored in databases managed
5 by a database management system in a resource manager, the graphical user interface
6 being operatively connected to an application server having a business logic module
7 to select the content to be displayed, the computer program product comprising:
8 instructions for creating a profile store which serves as a template and upon
9 which the hosted stores are formatted;
10 instructions for designating one or more e-marketing spots in the hosted
11 stores;
12 instructions for creating a marketing campaign for the hosted stores; and
13 instructions for creating one or more campaign initiatives in the profile store
14 for the content to be displayed in the hosted stores.

1 15. The computer program product as set forth in claim 14, further
2 comprising instructions for creating one or more local campaign initiatives for the
3 content to be displayed in the e-marketing spots of the hosted stores.

1 16. The computer program product as set forth in claim 15, further
2 comprising instructions for modifying the local campaign initiatives in the hosted
3 store.

1 17. The computer program product as set forth in claim 15, further
2 comprising instructions for scheduling a time duration for the content to be displayed
3 in the e-marketing spots of the hosted stores.

1 18. The computer program product as set forth in claim 15, further
2 comprising instructions for checking for schedule conflict between one or more of the

3 campaign initiatives for the profile store and one or more of the local campaign
4 initiatives for an e-marketing spot in a hosted stores.

1 19. The computer program product as set forth in claim 18, further
2 comprising instructions for choosing the campaign initiative over the local campaign
3 initiative in case of a schedule conflict.

1 20. The computer program product as set forth in claim 14, further
2 comprising instructions for modifying the campaign initiatives in the profile store.

1 21. A computer data signal embodied in a carrier wave and having means
2 in the computer data signal for directing a client/server system having at least a client
3 including a graphical user interface to display a content of virtual hosted stores to a
4 user, the virtual stores being stored in databases managed by a database management
5 system in a resource manager, the graphical user interface being operatively
6 connected to an application server having a business logic module to select the
7 content to be displayed, the computer data signal comprising:

8 means in the computer data signal for creating a profile store which serves as
9 a template and upon which the hosted stores are formatted;

10 means in the computer data signal for designating one or more e-marketing
11 spots in the hosted stores;

12 means in the computer data signal for setting up a marketing campaign for the
13 hosted stores; and

14 means in the computer data signal for creating one or more campaign
15 initiatives in the profile store for the content to be displayed in hosted
16 stores.
17